# RETAILER

## Guide to selling Gift Station® gift cards

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# Introduction

This is your guide to recognising and issuing Gift Station gift cards. Please read it carefully. If you're unsure about any part of the processes described in this guide, please do not hesitate to contact us at the earliest opportunity.

Stocks of gift cards can be ordered at www.ezipay.co.nz or by phoning Ezi-Pay on 0800 960 000. Please have your Ezi-Pay account number and security PIN handy in order to use our automated stock ordering system.

# Contact details

For technical assistance with processing gift card transactions please contact Ezi-Pay customer care.

| | |
|---|---|
| Phone | 0800 960 000 |
| Fax | 0800 961 000 |
| Online | www.ezipay.co.nz |
| Post | PO Box 2533<br>Shortland Street<br>Auckland |

# Recognising a Gift Station gift card

Gift Station gift cards are credit card sized plastic cards. When displayed on the Gift Station, they're attached to a cardboard display carrier with a mexican hat holder. This allows them to hang on the stand as well as providing the purchaser and the recipient with information about the card.

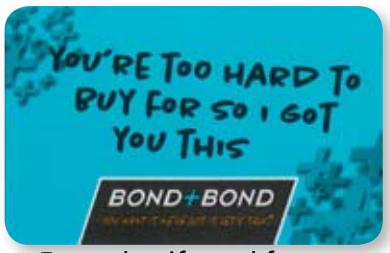
On the reverse of the display carrier, you will find the product barcode as well as the minimum and maximum amount that can be added to the card. The carrier is constructed to allow the gift card to be activated without detaching it and damaging the packaging. To swipe the card through your terminal, simply bend the cardboard carrier back at the crease, which will reveal the magstripe.

If you are presented with a new Gift Station gift card - still attached to its backer - that has had its scratch panel removed and its PIN revealed, do not sell the card. Please select another from the stand and discard the first card.

Gift Station gift cards are rechargeable, so you may be presented with a gift card that has already been removed from the carrier and its PIN revealed. You earn the same margin on recharging cards as you do on the first sale.

Minimum charge amount
Product barcode
MINIMUM CHARGE AMOUNT $20
_____, THIS IS FOR YOU BECAUSE IT'S YOUR BIRTHDAY /CHRISTMAS / FATHER'S DAY /MOTHER'S DAY / I'VE DONE SOMETHING WRONG / I JUST FELT LIKE GIVING YOU SOMETHING.
FROM _____
MY LOVE FOR YOU IS WORTH $ _____
GIFT STATION
Terms, conditions, maximum charge amount, expiry and redemption information
Example display backer back

Example display backer front



Example gift card front

Example gift card back

# 4 things to know about gift cards

**1. Gift cards have minimum and maximum amounts**
Each gift card has a minimum and maximum charge amount. Most (but not all) Gift Station gift cards have a minimum charge value of $20, with maximum charge values ranging up to $1,000. The minimum charge value is listed on the reverse of the display carrier, in the top left corner while the maximum charge value is listed within the terms and conditions, at the bottom.

**2. The value on gift cards has an expiry date**
As with traditional gift vouchers and even cheques, the value on Gift Station gift cards has a period of validity, after which it expires and is no longer available to be used. Most (but not all) have a term of 12 months, which begins when the card is first purchased. Once the value on a card has expired, the card may be reloaded and the funds reloaded to the card are available for the full period of validity from the date of reload. Any expired value is not refundable.

**3. Gift cards are cash**
Gift Station gift cards carry no value until loaded. Once loaded, they are essentially cash. For your security, it is vital that you receive confirmed payment **before** you load value onto any gift card. Should you load a gift card only to find that your customer's payment is declined, please call Ezi-Pay customer care on 0800 960 000 to void the gift card transaction. A small charge to cover restocking costs applies to this service.

**4. Gift cards work only for their own brand**
The stores in which Gift Station gift cards can be redeemed are stated on each card. It is important to know that gift cards are specific to issuer brands. For example, a Bond + Bond gift card cannot be redeemed at a Bling store, only at a Bond + Bond store.

# Selling Gift Station gift cards

**On an Eftpos (Paymark or ANZ) terminal**

Two options have been developed for adding value to Gift Station gift cards through Eftpos terminals. One uses the REFUND function, the other uses the CASH OUT function.

*Accept payment before you begin.*
1. Swipe card;
2. Press REFUND OR CASH OUT;
3. Key in amount required and ENTER;
4. If you are using REFUND, swipe your merchant card when prompted and enter the merchant card PIN;
5. Press CREDIT and ENTER;
7. Terminal displays ACCEPTED/DECLINED and prints 2 receipts.

Example receipt

```
  [----Recharge Card---]
Your Store Name
Your Store Address
Terminal  Id:     00000000
Transaction  No:       211
Time:    01-Oct-07    15:18
Card:        000000...0000
   Paper Plus Gift Card
Amount:              $50.00
Balance:             $50.00
         ACCEPTED
  [--------------------]
```

This example shows $50 loaded to a Paper Plus gift card and confirms the card balance of $50.

# Continued...

### On a point of sale system

Prior to vending your first Gift Station gift card, you must enter the SKUs into your POS system, so that the product barcode is recognised when it's scanned. The SKU's must be price-required, allowing the operator to key in the required value. The POS must prompt the user to swipe the gift card after completion of tendering the funds. Additionally, the POS system needs to specify which gift card to swipe and how much value should be added to it. This is a relatively minor development for most POS vendors.

*Accept payment before you begin.*
1. Scan the product barcode, on the reverse of the display carrier;
2. Enter the value to be added;
3. Complete the sale and tender funds;
4. On completion of the sale, swipe the gift card when prompted;
6. Press REFUND or CASH OUT;
7. Key in amount required and press ENTER
8. If you are using REFUND, swipe your merchant card when prompted and enter the merchant card PIN;
10. Press CREDIT & select SIGN when prompted "PIN or Sig". It is good practice to have the customer sign for the card);
11. Press OK when prompted "Sig ok?";
12. Terminal displays ACCEPTED/DECLINED and prints receipt.

### On a point of sale system with the Ezi-Pay .dll software

*Accept payment before you begin.*
Some point of sale systems have dedicated software designed to issue and redeem Gift Station cards. If you are using one of these systems, please check your POS provider's user manual for instructions on operation.

### On a Nurit terminal

*Accept payment before you begin.*
1. Swipe card;
2. Select RECHARGE CARD;
3. Key in desired amount and press ENTER;
4. Terminal will respond ACCEPTED/DECLINED and print receipt with balance.

# What happens if...?

**I add value to a gift card but the customer's payment for the card fails?**

For your security, it is very important that you receive payment before loading value to a gift card. You may void a gift card activation by phoning 0800 960 000. A restocking fee applies to this service.

**I accidentally add the wrong value to the gift card?**

If the value you have added to the card is less than the value requested, complete the issue process again, adding the balance to the card.

If the value you have added to the card is more than the value requested, please phone us on 0800 960 000 to void the transaction.

# Frequently asked questions

**Where is the Gift Station?**
The Gift Station is in New World, Pak 'n Save, Paper Plus, Life Pharmacy, Liquorland, Civic Video and Take Note stores nationwide, as well as in selected Four Squares and other high-foot traffic locations.

**Are the Gift Station gift cards rechargeable?**
Yes, the cards can be recharged at any outlet that sells them. The minimum and maximum available top up amounts are printed on the card backing.

**Does the card have an expiry date?**
Yes, most cards expire 12 months after purchase or last recharge. The period of validity is listed on the back of each card. Once the balance on the card has expired, the card itself can still be recharged, making the new balance available for a further 12 months.

**How does a customer know how much money is on a gift card?**
The user can check their balance at www.giftstation.co.nz. Some terminals also support balance enquiry function and the current balance is printed on the receipt with every purchase transaction as well as the receipt printed when you first issue the card.

# Reports, invoicing and payment

Sales of Gift Station gift cards will appear on your regular Ezi-Pay reports and invoices. As with other Ezi-Pay products, you will be invoiced for your sales, less commission, on a weekly basis.

**Optional daily traffic report**
You may opt to receive a daily traffic report, which will contain all sales from the previous day. Please contact Ezi-Pay customer care on 0800 960 000 to receive this report.

# Ordering stocks of gift cards

Stock of gift cards is provided to you free of charge. While our merchandisers will visit you regularly, you can also order stocks of gift cards through our phone system at any time of the day. To do this, phone 0800 960 000 and select option 3. When prompted, enter your Ezi-Pay account number and 4 digit account PIN.

Each card brand is identified by a 3 digit code. Available cards may change from time to time so we recommend referring to the up to date list of all card codes at www.ezipay.co.nz/automatedsupport.asp